

# INFORMATION BULLETIN

## WORKFORCE INVESTMENT ACT

Number: WIAB03-8

Date: July 31, 2003

Expiration Date: 6/30/04

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: NATIONAL EMPLOY THE OLDER WORKER WEEK

This information bulletin announces the designation of September 21-27, 2003, as "National Employ the Older Worker Week." The American Legion established this week in 1958 to honor the experience, productivity, and viability of our older citizens by recognizing their contributions and value to the workforce. Each year since then, this week has been celebrated annually throughout the nation during the last full week of September.

To further foster community efforts, the Workforce Investment Division encourages Local Workforce Investment Areas to join the Employment Development Department (EDD) to recognize, promote, and celebrate older workers in your local communities. During the National Employ the Older Worker Week, EDD's Job Service Offices may conduct local job fairs that include promoting employment for older workers. The Job Service Office will coordinate with local partners to plan a job fair (see attachment). Additional information about this special event will soon be available on the Senior Worker Advocate Office's [Web site](#).

If you have any questions, please contact your [Regional Advisor](#) at (916) 653-6347 or the [Job Service](#) Office Manager in your local area.

/S/ BOB HERMSMEIER  
Chief  
Workforce Investment Division

Attachment

\*\*\*\*\* FIELD OPERATIONS DIRECTIVE 03-016\*\*\*\*\*

TO: Division Chiefs FOD No.: 03-016  
 Employment Development Administrators Issued: JUL 25, 2003  
 Managers Expires: JUL 24, 2004

FROM: Job Service Branch  
 Job Service Division

SUBJECT: NATIONAL OLDER WORKER WEEK

EFFECTIVE DATE: September 21, 2003

CONCERNED STAFF: All Job Service (JS) Staff

CONTACT: NAME TELEPHONE  
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#### I. PURPOSE/BACKGROUND

This directive announces National Older Worker Week, to be held September 21-27, 2003. The American Legion initiated "National Older Worker Week" in 1958 as a means of promoting employment opportunities for older Americans. Special emphasis this year will be placed on providing job opportunities for the older worker.

#### II. PROCEDURES/INSTRUCTIONS

Managers are encouraged to coordinate with local partners to conduct job fairs during National Older Worker Week, September 21-27, 2003. Managers are instructed to send local event information such as the event name, dates, time and location to the Senior Worker Advocate Office (SWAO) at [swao@edd.ca.gov](mailto:swao@edd.ca.gov), or via Fax to (916) 657-0040.

Managers are also instructed to ensure that all staff are aware that September 21-27, 2003 will be observed as National Older Worker Week. Managers and staff generally know what techniques will work best in their communities. A suggested activity that could be conducted is:

Meet with employers at employer group meetings such as Employer Advisory Council (EAC), Rotary Club, Chamber of Commerce, etc., to promote the hiring of the older worker. Inform them National Older Worker Week is September 21-27, 2003. Discuss the benefits of hiring older workers: broad experience base, strong work ethic, dependability, loyalty, and good communication skills.

The Senior Worker Advocate Office (SWAO) staff and the National Senior Community Service Employment Program (SCSEP) will issue packets of information statewide 30 days prior to September 21 for use in local coordination efforts.

Contents include a copy of the Governor's Proclamation, brochures, a proclamation for mayors, and a media advisory.

For more information, see the SWAO section of EDD's Web site at <http://www.edd.ca.gov/swaorep/swaoind.htm>, or contact:

EDD Senior Worker Advocate Office  
800 Capitol Mall, MIC 42  
Sacramento, CA 95814  
Phone: (916) 654-6502  
Fax: (916) 657-0040

If you need assistance in planning media coverage for this event, please call Suzanne Schroeder of the Communications Office at (916) 654-9029.

Encourage older job seekers to participate in EDD's Experience Unlimited (EU) Chapters. The EU is a job seeking and networking association for professional and technical workers seeking employment. Members provide mutual support and encouragement to help each other find new employment opportunities. The majority of the participants are 40 and above. Contact the local JS office for EU chapter locations or go to the EDD Web site at:  
<http://www.edd.ca.gov/jsrep/Experience%20Unlimited>.

### III. References

U.S Department of Labor Bulletin 99-18, "National Older Workers Employment Week"

Job Service Policy & Procedure Manual, Chapter 33 - Job Seeker Special Programs, Services, and Client Groups

Federal Age Discrimination Act of 1967

### IV. ADDITIONAL MATERIAL

None.

/S/ DIEGO HARO  
Deputy Director  
Job Service Branch